

Another question of interest is what motivates people to visit a specific winery. Respondents were able to check more than one motivator, hence the columns of percentages in Table 8 sum to greater than 100%. Instate vs. out of state visitors differed significantly on three different types of motivation to visit. They differed widely on *winery tour* ($\chi^2 = 4.087$, $df = 1$, $p < .05$), *having a relaxing day* ($\chi^2 = 5.215$, $df = 1$, $p < .05$) and *to be entertained* ($\chi^2 = 4.180$, $df = 1$, $p < .05$). While the overwhelming principal motivating factors for both groups were to *taste wine* and *buy wine*, out of state visitors were more likely to visit a winery as part of a *winery tour* or to *have a relaxing day*, whereas instate visitors were more likely to be motivated by *entertainment* offered. Table 8 shows the detailed differences between the motivations to visit of instate vs. out of state visitors across all factors.

Table 8
Motivation to Visit a Specific Winery by Instate vs. Out of State Visitors (N = 925)

Motivating Factor	% Instate (N=509)	% Out of State (N=416)	Pearson Chi-Square (χ^2)	Df	Sig.
Taste Wine	64.6	68.8	1.738	1	.187
Buy Wine	57.4	58.9	.219	1	.640
Eat at Winery	14.1	12.0	.904	1	.342
Winery Tour	28.9	35.1	4.087	1	.043*
Enjoy Rural Setting	16.7	18.0	.283	1	.595
Having a Relaxing Day	54.4	46.9	5.215	1	.022*
Socialize with Friends and Family	23.4	23.8	.022	1	.881
Meet the Winemaker	9.6	6.3	3.503	1	.061
To be Entertained	13.2	8.9	4.180	1	.041*

* $p < .05$